In 2008, an American presidential election was held and Barack Obama was chosen as 44th president of the United States of America. During the election campaign, candidates frequently made speeches appealing for their own ideas. They travelled all over the country giving their opinion on important matters to convince people to vote for them. This visualisation tries to give some insight in specific characteristics of these speeches and how they influenced the people.

People are swayed by compelling arguments, but for arguments to be compelling they need to be understood. This visualisation looks at some characteristics of the speeches given to get a sense of difficulty of those speeches, to see if there is a link between the difficulty of a speech and popularity of the running mate.

The speeches have been scraped from this site. The raw data were lists of a speaker, the date of the speech, the title and finally the speech itself. To get data that made sense a word analysis was run over the speeches with python. The characteristics looked for are: the average word length, the average sentence length and a difficulty index.

All words were counted as well as the total characters this divided by each other gave the average word length in a speech. Counting the total sentences and dividing the total amount of words by the total amount of sentences gave the average sentence length.

An extern dictionary was used for the difficulty index. This dictionary has eighthonderd and vifty standard words, these are words every American should know. The speeches where compared with this library and total amount of words that were not in the library was devided by the total amount that was in the library. This gives a hint towards a difficulty index.